

### **Amendments to the Claims**

This listing of claims will replace all prior versions and listings of claims in the application.

### **Listing of Claims**

1. (Currently Amended) A method for context-sensitive advertising, comprising:
  - receiving a signal from a mobile wireless device;
  - identifying an identifier associated with the mobile wireless device ~~wherein the identifier includes an alias selected by the user from a plurality of available aliases;~~
  - ascertaining a state of the mobile wireless device;
  - determining a location of the mobile wireless device;
  - updating the identifier, state, and location in a profile database utilizing a context engine;
  - associating the location of the mobile wireless device and a landmark in the profile database;
    - ~~continuously automatically updating a location-unique user profile, wherein the location-unique user profile is based on access to advertisements and device access of network sites indicative of user preferences and wherein the location-unique user profile is unique to the location selected alias;~~
    - selecting advertisements from an advertisement database based on the identifier, state, location, user profile, and landmark of the mobile wireless device utilizing the context engine; and
    - transmitting the advertisements to the mobile wireless device.
2. (Original) The method as recited in claim 1, wherein the wireless device is selected from the group consisting of a personal digital assistant, a palm-top computer, a lap-top computer, and a cellular phone.
3. (Original) The method as recited in claim 1, wherein the wireless device utilizes

cellular technology.

4. (Original) The method as recited in claim 1, wherein the signal includes a ping signal.

5. (Original) The method as recited in claim 1, wherein the signal includes a call signal.

6. (Currently amended) The method as recited in claim 1, wherein the signal location includes a cell identifier.

7. (Canceled)

8. (Currently amended) The method as recited in claim 32 [[1]], wherein the alias is selected from the group consisting of HOME, WORK, and PLEASURE.

9. (Original) The method as recited in claim 1, wherein state includes at least one of ON and OFF.

10. (Original) The method as recited in claim 1, wherein the identifier, the state, and the location are transmitted utilizing the network.

11. (Original) The method as recited in claim 1, and further comprising associating the location of the mobile wireless device, and a longitude coordinate and a latitude coordinate in the profile database.

12. (Original) The method as recited in claim 1, wherein the method is carried out utilizing a service control architecture.

13. (Original) The method as recited in claim 12, wherein the service control architecture includes a database, a profiler module, an application module, a network resource module, a presentation module, and a policy server.

14. (Previously presented) The method as recited in claim 12, wherein the service control architecture includes:

a database;

a profiler module coupled to the database, the profiler module adapted for collecting a state of a user along with profile information selected from the group consisting of identity, location, available services per location, devices per location, and security per location, wherein the profiler module communicates the profile information to the database for storage therein;

an application module coupled to the database and including a plurality of application program interfaces for interfacing with a plurality of applications, the application module adapted for allocating application resources to the applications based on the profile information stored in the database;

a network resource module coupled to the database and a plurality of network routers, the network resource module adapted for configuring the network routers based on the profile information stored in the database and the application resources allocated to the applications;

a presentation module coupled to the database, the presentation module adapted for tailoring an output of the applications based on the profile information; and

a policy server coupled to the database, the application module, the network resource module, and the presentation module for controlling the operation thereof in accordance with policies identified utilizing the profile information.

15. (Currently amended) A computer program product embodied on a computer-readable medium for causing a processing device to execute a set of computer code included on the computer program product, the computer program product for context-sensitive advertising, comprising:

computer code for receiving a signal from a mobile wireless device;

computer code for identifying an identifier associated with the mobile wireless device ~~wherein the identifier includes an alias selected by the user from a plurality of available aliases~~;

ascertaining a state of the mobile wireless device;  
computer code for determining a location of the mobile wireless device;  
computer code for updating the identifier, state, and location in a profile database utilizing a context engine;  
computer code for associating the location of the mobile wireless device and a landmark in the profile database;  
continuously automatically updating a location-unique user profile, wherein the location unique user profile is based on access to advertisements and device access of network sites indicative of user preferences and wherein the user profile is unique to the location selected alias;  
computer code for selecting advertisements from an advertisement database based on the identifier, state, location, user profile, and landmark of the mobile wireless device utilizing the context engine; and  
computer code for transmitting the advertisements to the mobile wireless device.

16. (Original) The computer program product as recited in claim 15, wherein the wireless device is selected from the group consisting of a personal digital assistant, a palm-top computer, a lap-top computer, and a cellular phone.

17. (Original) The computer program product as recited in claim 15, wherein the wireless device utilizes cellular technology.

18. (Original) The computer program product as recited in claim 15, wherein the signal includes a ping signal.

19. (Original) The computer program product as recited in claim 15, wherein the signal includes a call signal.

20. (Original) The computer program product as recited in claim 15, wherein the location includes a cell identifier.

21. (Canceled)

22. (Currently amended) The computer program product as recited in claim 33 [[15]], wherein the alias is selected from the group consisting of HOME, WORK, and PLEASURE.

23. (Original) The computer program product as recited in claim 15, wherein state includes at least one of ON and OFF.

24. (Original) The computer program product as recited in claim 15, wherein the identifier, the state, and the location are transmitted utilizing the network.

25. (Original) The computer program product as recited in claim 15, and further comprising computer code for associating the location of the mobile wireless device, and a longitude coordinate and a latitude coordinate in the profile database.

26. (Original) The computer program product as recited in claim 15, wherein the computer program product is executed utilizing a service control architecture.

27. (Original) The computer program product as recited in claim 26, wherein the service control architecture includes a database, a profiler module, an application module, a network resource module, a presentation module, and a policy server.

28. (Previously presented) The computer program product as recited in claim 26, wherein the service control architecture includes:

a database;

a profiler module coupled to the database, the profiler module adapted for collecting a state of a user along with profile information selected from the group consisting of identity, location, available services per location, devices per location, and security per location, wherein the profiler module communicates the profile information to the database

for storage therein;

an application module coupled to the database and including a plurality of application program interfaces for interfacing with a plurality of applications, the application module adapted for allocating application resources to the applications based on the profile information stored in the database;

a network resource module coupled to the database and a plurality of network routers, the network resource module adapted for configuring the network routers based on the profile information stored in the database and the application resources allocated to the applications;

a presentation module coupled to the database, the presentation module adapted for tailoring an output of the applications based on the profile information; and

a policy server coupled to the database, the application module, the network resource module, and the presentation module for controlling the operation thereof in accordance with policies identified utilizing the profile information.

29. (Currently amended) A system for context-sensitive advertising, comprising:

a mobile wireless device for transmitting a signal;

a context engine in communication with the mobile wireless device for identifying an identifier associated with the mobile wireless device ~~wherein the identifier includes an alias selected by the user from a plurality of available aliases~~, ascertaining a state of the mobile wireless device, and determining a location of the mobile wireless device ~~wherein the location is associated with a location alias selected by the user from a plurality of available aliases~~;

a first database coupled to the context engine for storing the identifier, state, and location of the mobile wireless device;

said context engine further adapted for associating the location of the mobile wireless device and a landmark in the profile database and for continuously ~~automatically~~ updating a user profile based on access to advertisements and device access of network sites indicative of user preferences wherein the user profile is unique to the selected location alias;

a second database coupled to the context engine for storing advertisements that are

retrieved by the context engine based on the identifier, state, location, user profile, and landmark of the mobile wireless device; and

wherein the advertisements are transmitted to the mobile wireless device.

30. (Previously presented) The system as recited in claim 29, wherein the context engine is a component of a service control architecture including a profiler module, an application module, a network resource module, a presentation module, and a policy server.

31. (Currently amended) A method for context-sensitive advertising, comprising:  
receiving a signal from one of a plurality of devices associated with a single user;  
identifying an identifier associated with the device from which the signal is received  
~~wherein the identifier includes an alias selected by the user from a plurality of available aliases;~~  
ascertaining a state of the device from which the signal is received;  
determining if the device is mobile;  
if the device is determined to be mobile,  
determining a location of the device from which the signal is received,  
associating the location of the device from which the signal is received, and a longitude coordinate and a latitude coordinate in the profile database, wherein the location is associated with a location alias selected by the user from a plurality of available aliases,  
and

associating the coordinates of the device from which the signal is received, and a landmark in the profile database;

updating the profile database utilizing a context engine;

continuously ~~automatically~~ updating a user profile based on access to advertisements and device access of network sites indicative of user preferences wherein the user profile is unique to the selected location alias;

selecting advertisements from an advertisement database based on the identifier, state, location, user profile, or landmark utilizing the context engine; and

transmitting the advertisements to the device.

32. (New) The method as recited in claim 1, wherein the location is associated with a location alias selected by the user from a plurality of available aliases.

33. (New) The computer program product as recited in claim 15, wherein the location is associated with a location alias selected by the user from a plurality of available aliases.